

**Campaign Overview**

Coalition partners will raise awareness about the momentum towards a national paid sick days policy, the Healthy Families Act (HFA), the benefits of the local and state law, and the need for a federal standard.

**Key Messaging**

All workers and their families need paid sick days – time to visit a doctor, recover from illness, support a sick child or loved one without sacrificing their wages or their job. Our network and partners have now won paid sick days in 32 locations (watch that number go up soon!) But we all know people who live in other cities and states where these policies are being blocked. We need our national representatives to pass a federal standard, the Healthy Families Act (HFA). Join us May 16 – 20 to help celebrate the state and local wins and build demand for HFA Now!

**Campaign Timeline**

**Monday, May 16, 2016; 2-4 pm**

* Coalition Paid Sick Days Tweetstorm

**Campaign Assets**

* Web: <http://familyvaluesatwork.org/action> (landing page), <http://hfanow.org>
* Twitter Handles: @fmlyvalueswork @hfanow
* Hashtags: #HFAnow #PaidSickDays #FamilyValuesAtWork
* Campaign Images: TK
	+ [Logo](https://drive.google.com/open?id=0B6uoUrF1npiVZEpjd1JQVnBTdDA)
	+ Social Media Photo Sign - [PDF](https://drive.google.com/open?id=0B6uoUrF1npiVVkEyeDNoaXZzalE) | PNG
* Press Release: URL TK

**Family Values @ Work**

**Sample Tweets**

TY local and state coalitions for leading the way to national #PaidSickDays #HFAnow

No one should have to choose between rent and a sick child #paidsickdays #HFAnow

56% of low-wage workers are women. #paidsickdays #HFAnow are key to family survival

Punishing sick workers by withholding pay is bad for families and the economy #paidsickdays #HFAnow

#PaidSickDays keep workers in their jobs and reduces staff turnover #paidsickdays #HFAnow

Earned #PaidSickDays are the least we can guarantee workers who keep our economy going #HFAnow

No healthy workers = no business #paidsickdays #HFAnow

OTC drugs are no prescription for #paidsickdays. Workers need real solutions http://bit.ly/1ILTh5H #HFAnow

#PaidSickDays is a public health issue #HFAnow

#PaidSickDays is good for families, communities, and businesses #HFAnow

#PaidSickDays - because we all get sick #HFAnow

Denying workers #paidsickdays forces them to spread illness in order to survive #HFAnow

If #paidsickdays work for white collar, it will work for blue collar and no collar workers #HFAnow

Parents need Paid Sick Days #HFAnow

Lives are saved when workers can access preventative care without fear of job loss #paidsickdays #HFAnow

America runs on workers #HFAnow #PaidSickDays

TY Philly for leading the way. #PhlSickDays #HFAnow [add coalition partner handle]

TY MA for leading the way. #paidsickdays #HFAnow [add coalition partner handle]

The USA is the only developed country that doesn’t guarantee workers some form of #paidsickdays. Time for #MDPaidSickDays #HFAnow

TY New Jersey towns for leading the way. #paidsickdays #HFAnow [add coalition partner handle]

TY San Francisco for leading the way. #paidsickdays #HFAnow [add coalition partner handle]

TY Trenton for leading the way. #paidsickdays #HFAnow #NJ [add coalition partner handle]

TY Connecticut for leading the way. #paidsickdays #HFAnow #CT [add coalition partner handle]

TY Montclair for leading the way. #paidsickdays #HFAnow #NJ [add coalition partner handle]

TY Seattle for leading the way. #paidsickdays #HFAnow [add coalition partner handle]

TY Portland #OR for leading the way. #paidsickdays #HFAnow [add coalition partner handle]

TY DC for leading the way. #paidsickdays #HFAnow [add coalition partner handle]

TY #VT in leading the way #paidsickdays #HFAnow [add coalition partner handle]

TY #OR in leading the way #paidsickdays #HFAnow [add coalition partner handle]

Good luck #Chicago in leading the way #paidsickdays #HFAnow [add coalition partner handle]

Good luck #Minneapolis in leading the way #paidsickdays #HFAnow [add coalition partner handle]